



April 4-5, 2016: THE NEW MART, LOS ANGELES



MODA 360 is a ground-breaking platform combining fashion, art, music and video for a unique presentation of creative work. Hosted by the New Mart, the event takes place in a 20,000 sq. ft. (1850 sq. m.) space in the heart of downtown Los Angeles. Fashion, Art and Film have become intertwined in current culture, with each medium influencing others. Moda 360 recognizes this cross-influence as a powerful means to promote creative work.

All participants benefit from a gathering of professionals across three creative industries for maximum cross-marketing and press opportunities. Moda 360 gives all participants the opportunity to network with professionals from creative industries they might not otherwise meet and provides opportunities for professional collaboration to further their businesses.

FASHION DESIGNERS will:

- connect with buyers and press through creative exhibits, showroom and runway presentations.
- Connect with the end consumer in a live event and active social media
- Connect with artists and filmmakers for commercial collaboration

ARTISTS will:

- connect with art aficionados, press and professionals in a live event and active social media
- connect with designers and filmmakers for commercial collaboration and business opportunities

FILMMAKERS will:

- Connect with film industry professionals and public to present their work
- Connect with professionals in fashion design, fine art and media outlets for commercial collaboration and film work.

Moda 360 gives participants:

- Professional networking and commercial collaboration opportunities
- Video and photographic material and content for online and print marketing campaigns
- Provide promotional materials for use in their marketing and sales campaigns
- International promotion and publicity through media, press, professional networks (2 million +) and active social media, before, during and after the event

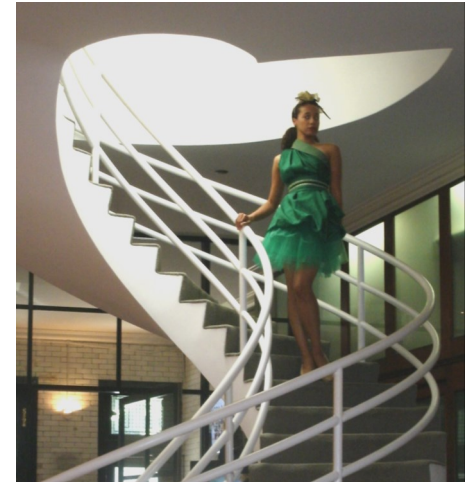


AUDIENCE:

Moda 360 targets an eclectic audience of buyers, press and consumers. Professionals and public across the fashion, film and art industries will be invited to attend. Moda 360: LA 2016 will take place during Major Market Week, at The New Mart, inviting buyers from department stores, specialty chains in town for buying trips, as well as independent boutiques carrying contemporary and high quality fashion, art and lifestyle products for their discerning customer.

Fashion, art and lifestyle bloggers, online and print magazines, as well as business journals are invited to attend, and are supplied promotional materials, images and access to participants for interviews. Partnership with The New Mart will expand the reach of Moda 360 to buyers who regularly attend market weeks and trade shows at The New Mart. Film professionals and press are invited to screen the independent films as well as experience the art and fashion, important elements in the industry.

The public is invited to attend the exhibit, live presentations (seating preference given to professionals), screenings and seminars, to give participants exposure to the end consumer for their work.



Moda 360: NY 2014

Outreach:

Moda 360 and Showroom websites: retailers and press access websites to view designer collections and for event information and registration. Estimated 6,000 new visits per month, and an estimated 2,000 visitors per month returning - continuously increasing

Daily visits from more than 20 countries worldwide

Email and mailing list of over 7000 retailers, professionals and press worldwide - continuously updated and increased, and targeted to the Moda 360 participants' market

Social media reach: 2+ million through partnerships, networks and affiliates

Event attendees include national and international press, regional and national retailers, and consumers

ABOUT BEL ESPRIT AND SHOWROOM INTERNATIONAL

The showrooms provide independent fashion designers a complete, cost-effective platform to reach the global fashion industry and help designers, artists and videographers connect for collaborative projects. The showrooms facilitate business with buyers, consumers and press. The showrooms create signature events and partner with industry events around the world to provide global exposure:

Showroom signature events:

pop up showrooms | style socials | Arte Moda Stile, an exhibit integrating art, fashion and design

In partnership with Nolcha:

Co-created the Ethical Fashion Preview during New York Fashion Week
Presented the Ethical Fashion Collective during New York Fashion Week
Co-produced the Fashion Lounge during London Fashion Week

Las Vegas Fashion Week:

Showroom Style Lounge during the runway presentations
Arte Moda Stile at Bellagio
Ethical fashion runway show at Aureole

Style-Off competition in New York

Group exhibits and presentations at US and international trade shows

Partnerships with media outlets for media features

Linger magazine | Eco Fashion World | Runway magazine



BEL ESPRIT
SHOWROOM INTERNATIONAL

IMPACT:



The success of Moda 360 International will be achieved by establishing a stand alone brand accompanied by an aggressive social media campaign. International awareness will be achieved in part by the efforts of our partners, affiliates and sponsors.



"Press, media, buyers and fashionistas were treated to an exceptional expression of art as fashion and the art of fashion that did not disappoint." Meade Magazine

"Linger Magazine is a proud media partner of Moda360. Moda360 is such a gem of a fashion event, as it creatively unifies art, fashion and video in such a way that provides emerging designers and artists the most artfully interactive platform that is a missing, yet much needed, element in the fashion industry. It is a joy to partner with an event whose mission mirrors our very own." **Tiffany Tate, Founder/Editor-in-Chief of Linger Magazine**

Sponsor snapshot:



CONTACT

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